**Business Plan Outline:**

**Executive Summary**

**Elevator Pitch**

**Business Description**

**Mission   
 Value Statement   
 Vision Statement   
 Company Summary   
 Company Ownership   
 Company Locations**

**Industry Analysis**

**Industry Review   
 Regulations Review   
 Competitive Analysis   
 Market Segmentation (potential customers), Market Growth Potential**

**Risk Anaylsis**

**SWOTT Analysis**

**Marketing Section**

**Product Concept  
 Evidence of Market Needed**

**Target Market Analysis**

**Target Market Segment Strategy   
 Value Proposition and Competitive Edge   
 Marketing Strategy   
 Sales/Pricing Strategy**

**Sales & Marketing Channel Plan**

**Operations**

**Strategy and Implementation   
 Technology Plan   
 Management Team   
 Organization Chart   
 Management Team Gaps**

**Licensing, zoning and legal concerns**

**Finance**

**Start-Up Funding /Required total outside investment  
 Use of Funds   
 Sales Forecast   
 Cash Flow   
 Balance Sheet/Income Statement   
 Break-Even Analysis   
 Business Ratios  
 Valuation after 5 years**

**Important Assumptions  
 Exit Strategy**

**Appendix /References**